

NORTH CAROLINA DEPARTMENT OF COMMERCE

Marketing Division Overview

DAVID RHOADES | DIRECTOR OF MARKETING

Joint Appropriations Subcommittee on NER

March 7, 2013

T H R I V E

in **NORTH CAROLINA**TM

Division's Purpose

Market the State of North Carolina as a business location

- **Drive awareness** of the state's advantages for business
- **Generate inquiries and leads**
- **Educate prospects** about the state's value proposition
- Provide ways for in-state partners to leverage the state's marketing programs
- Support for international business development events

T H R I V E
in **NORTH CAROLINA™**

[ABOUT US](#)
[CONTACT US](#)

Search


[WHY N.C.](#)
[LOCATION TOOLS & DATA](#)
[SMALL BUSINESS RESOURCES](#)
[INCENTIVES](#)
[KEY INDUSTRIES](#)

Savings on a global scale.

6 Foreign Trade Zones give businesses more incentive to choose N.C.

[Read More](#)


Welcome to the North Carolina Department of Commerce's economic development resource for businesses seeking to locate and expand in North Carolina, where people and businesses Thrive.

SUBSCRIBE TO THE THRIVE E-NEWSLETTER

EMAIL ADDRESS

SUBSCRIBE



Siemens Energy: The Quality of Life in North Carolina "Sells Itself"

Mark Pringle, director of operations for Siemens Energy in Charlotte, discusses the quality of life in North Carolina.

[Hear from N.C. Business Leaders](#)


Metal Manufacturer to Create 121 Jobs in Macon County, N.C. - 3/5/2013

[more...](#)

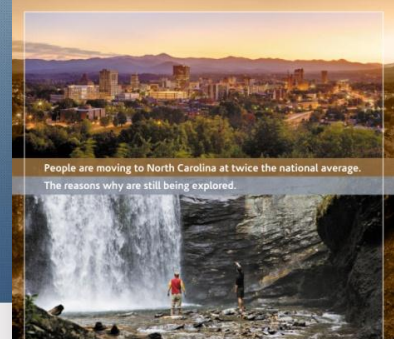
Leading Nuclear Energy Company to Expand in Mecklenburg County, N.C. - 3/4/2013

[more...](#)
[News & Events](#)


Duke Energy Carolinas continues to be recognized as having one of the "Top 10 Best" utility economic development programs across the United States. Duke Energy has been a vital partner in the growth and development in the Carolinas for over 100 years.

[See who's helping N.C. Thrive](#)


General Electric Thrives in North Carolina™. With operations across the state, the company is a key player in the state's aerospace and nuclear power industries, among others.

[See who's Thriving here](#)


People are moving to North Carolina at twice the national average. The reasons why are still being explored.

Having been ranked the #1 best business climate 9 of the last 10 years by Site Selection magazine, it's no wonder that companies Thrive in North Carolina™

T H R I V E
in **NORTH CAROLINA**

[ThriveNC.com](#)

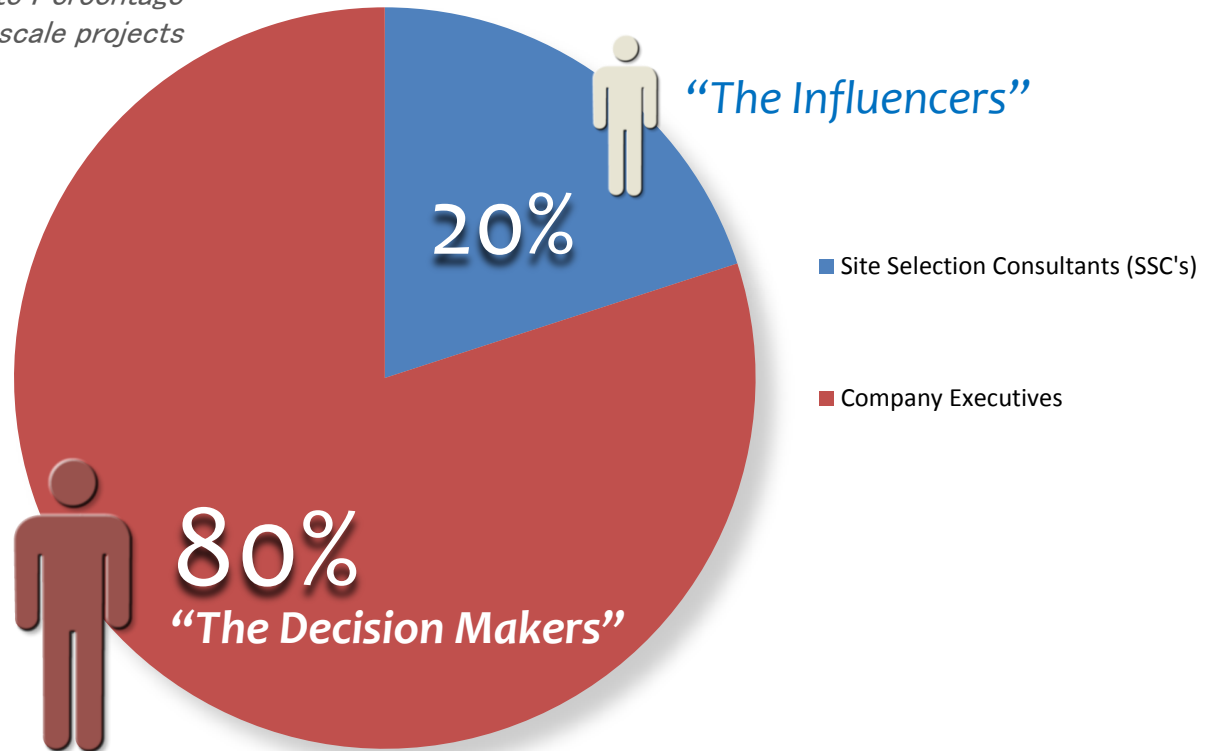
T H R I V E
in **NORTH CAROLINA™**

Marketing Environment

Source of projects

Approximate Percentage

SSC's often bring larger scale projects



T H R I V E
in NORTH CAROLINA™

Marketing Environment

- Highly competitive
- Cluttered media and marketing channels
- Websites and Internet-based media critical to success
- Long decision cycles (*months or years*)
- Relationship building a necessary focus

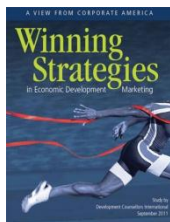
Performance Indicators

- Topline
 - \$3.5 billion in capital investment in 2012
 - 16,487 new jobs announced in 2012
- Marketing specific metrics, Jan. 2009–Dec. 2012
 - Attracted 252,553 visitors to ThriveNC.com website
 - 11,200 people on average visit each month
 - Generated 9,311 inquiries
 - Hosted 466 site consultants at 15 N.C. hospitality events
 - Hosted 1,838 business executives at 14 industry-specific events
 - Hosted 565 foreign-based business executives at 11 N.C. hospitality and seminar events
 - Managed or supported N.C. themed exhibits at 22 domestic and international trade shows
(excludes trade-only exhibits)

Performance Indicators

Executive Perceptions

Consistently ranked as one of the top business climates in the nation



Named No. 2 Best Economic Development Organization (*DCI, September 2011*)

T H R I V E
in **NORTH CAROLINA™**

Performance Indicators

Site Selection Consultants' Perceptions

Frequent contact and outreach from N.C.

Most see Commerce as visible, accessible and capable

N.C. cited as

- One of most frequently considered states
- A diverse state with positive business climate and appealing quality of life
- One of the states “doing the best job at marketing economic development”

Stronger bond with Atlanta vs. NY

The Thrive platform is relevant, appealing, and unique

Positive about ThriveNC.com and found it useful, though somewhat skeptical about EDO websites – they're a ‘starting point’

December 2012
Focus Group Research

New York & Atlanta

Source: ANR, December 2012

T H R I V E
in NORTH CAROLINA™

Other States' Marketing Spend

Analysis of 'paid media' only

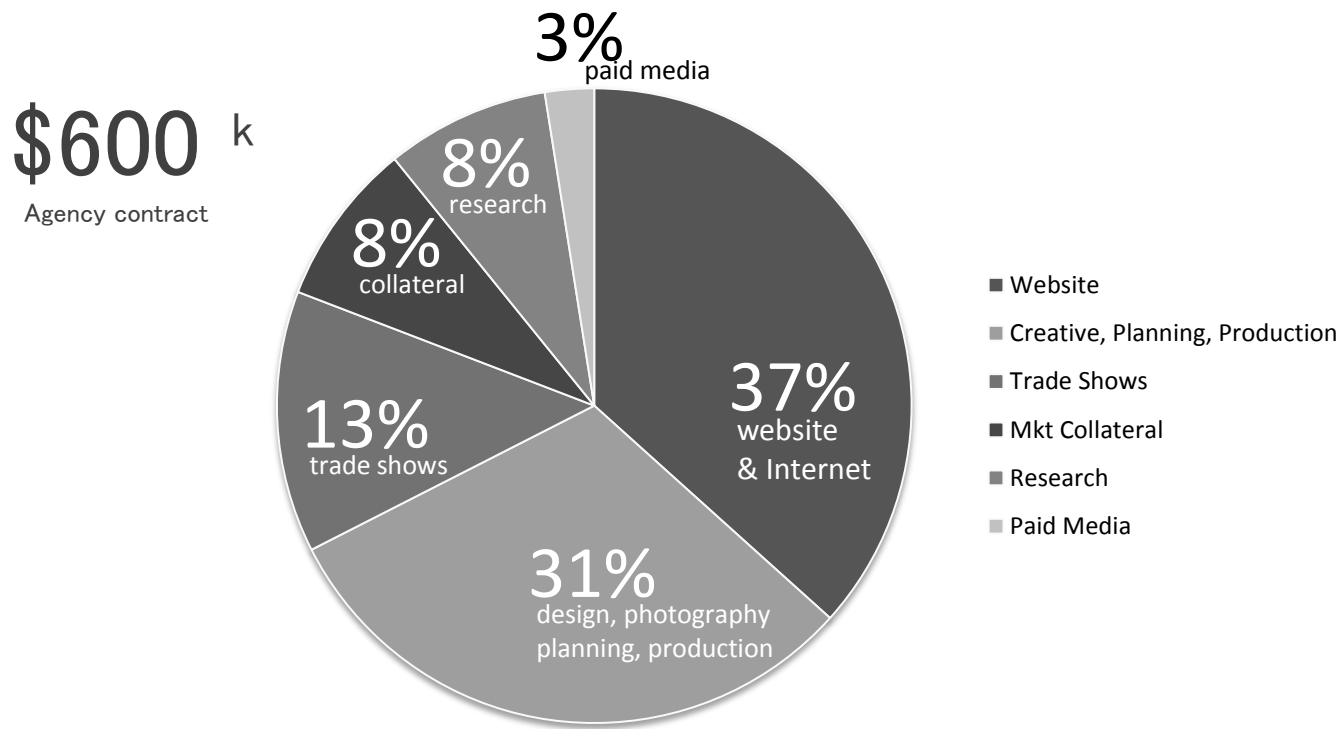
STATE	PAID MEDIA \$
Louisiana	\$2,448,216
New York	\$780,387
Indiana	\$617,045
South Carolina	\$162,251
Georgia	\$114,568
Florida	\$83,886
Tennessee	\$34,163
Texas	\$33,843
Virginia	\$33,840
North Carolina	\$13,538

Source: Media Mix; Oct. 2011 – Dec. 2012

T H R I V E
in **NORTH CAROLINA**™

'Advertising' ≠ Advertising

Division budget line not 'paid media' only

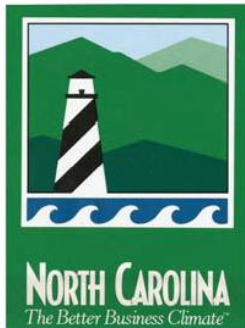


FY 2012-2013 Budget

T H R I V E
in **NORTH CAROLINA™**

‘Branding’ North Carolina as a business location

1992 - 1998



1999 - 2002

NORTH CAROLINA
A better place to be™

2002

NORTH CAROLINA
The State of Minds

2003 - 2009



NORTH CAROLINA
the state of minds



‘Branding’ North Carolina as a business location

2009 - Present

T H R I V E
in **NORTH
CAROLINA**



Our secret is simple: When people Thrive, business Thrives.



‘Thrive’ Development Research Rationale

Many factors in project decisions

Every project is different

Bottom line: The search for competitive advantage

Low Overall Costs

Incentives/Tax Exemptions

Business Friendly Gov't

Low Overall Tax Burden

Skilled Workers Available

K-12 Schools

Worker Training

Efficient Transportation Systems

Financing

Quality of Life

Research Universities

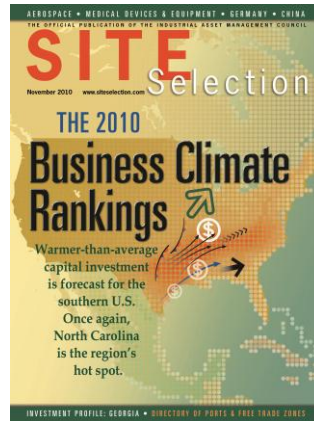
Construction Costs

Flexible and Believable Brand Message

North Carolina gives you a competitive advantage
because we have a better climate for your
business and your people

For Business

Ranked Best Business
Climate in America 10 out
of the last 12 years by
Site Selection magazine



For Employees

Affordable housing, world-
class healthcare,
educational opportunities,
and an attractive lifestyle

T H R I V E
in **NORTH CAROLINA**™

Current Opportunities

Expand efforts to reach and persuade corporate executives

- **Consultants only involved with small percentage of projects**
Executives are ultimate decision-makers
- **Good working model with consultants could be expanded to industry executives**
Current budget has limited ability to reach c-suite with the same impact and frequency
- **Opportunity to influence executives at the beginning of selection process, expand North Carolina's presence on short lists**

NORTH CAROLINA DEPARTMENT OF COMMERCE

Marketing Division Overview

DAVID RHOADES | DIRECTOR OF MARKETING

Joint Appropriations Subcommittee on NER

March 7, 2013

T H R I V E

in **NORTH CAROLINA**TM